CIGARETTE DISPLAY ORDER

IMPORTANT

It is our intent to utilize wherever possible the Value Brand Floor Merchandiser, and the Promotional Merchandiser. The Value Brand Merchandiser will be the first priority.

We recognize that some smaller stores or security stores may not be able to utilize the Promotional Merchandiser in a prominent self-serve sales area location. In these locations, the Promotional Merchandiser may be located behind the sales counter/BR package. For locations which cannot utilize the Promotional Merchandiser, you may substitute the Marlboro Single Shopping Basket Display (44"H x 19"W x13-3/4"D) to comply with the program. If the Floor Merchandiser is NOT utilized, the Shopping Basket Display MUST be utilized for program compliance.

Please check the box on this form to order the proper Display Configuration for your store.

CONFIGURATION "A"

4 Full Price Displays
1 Value Brand Floor Merchandiser (35" x 54" x 13")
1 Promotional Merchandiser (26-1/2" x 56 x 16-1/2")
Utilized with Plan-o-Grams 1, 2, 4, 5)

CONFIGURATION "B"

4 Full Price Displays
No Value Brand Floor Merchandiser
1 Cimarron Back Sales Counter Display
1 Doral Back Sales Counter Display
1 Basic Back Sales Counter Display
1 Promotional Merchandiser
(Utilized with Plan-o-grams 3, 6, 7)

CONFIGURATION "OTHER"

Requires visit by RJR and PM Sales Representative to determine requirements.

If your store cannot accommodate the Promotional Display, please check next to the basket display)

Marlboro Basket Display

Date:_____ **Franchisee Name:**_____

Store No._____ **Sales Rep. Name:**_____

Address:_____

NEW CIGARETTE PROGRAM

ROLLOUT CHECKLIST

51862 0531

Source: https://www.industrydocuments.ucsf.edu/docs/jppm0000

* Review Sell Kit and explain the New Cigarette Program to Co-op Managers and Franchisees.

* Review fixture placement with Co-op Managers and Franchisees.

* Complete the Display Order and fax to Marketing.

* Deliver overhead pack merchandiser inserts and ensure they are installed.

* Discontinue all permanent cigarette displays other than Philip Morris and R.J. Reynolds in all Co-ops. Advise Franchisees of this requirement.

* Complete Implementation Checklist and fax to Marketing.

* After rollout, monitor program compliance.

FAX TO: ANNE PEARSALL
APLUS MARKETING
215-246-8598

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